





Graphic *Guidelines*

Our logo *type*



Our logo *type*



Our clinic's isologo blends calming navy blue with vibrant teal, creating a welcoming and friendly vibe.

It reflects our commitment to hospitality and care, making sure everyone feels at home the moment they see it!

Our logo

horizontal



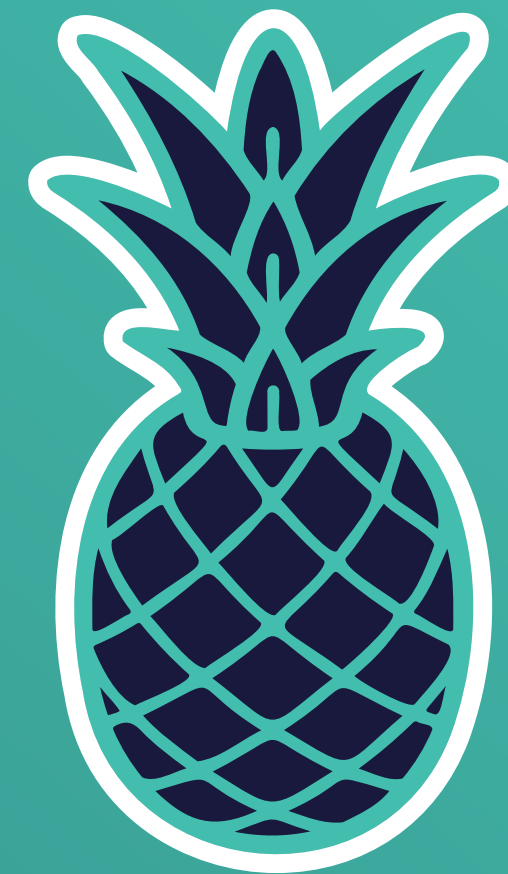
Our *Slogan*

Better together

- SignPainter Font
- 8 degree tilt

“Our slogan represents how we do things and how we work towards our goals”

Our logo *Symbol*



(Social media, patterns and document use only)

Our logo

font



**PINEAPPLE
HEALTHCARE**

HELVETICA BOLD

**Helvetica font works as a
basic font** *While SignPainter
works to highlight important words
that are part of the paragraph*

Our *font*

HELVETICA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

SignPainter

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Font *Uses*

Font Uses

When both fonts are used next to each other, the SignPainter font must be 1.3 times the size of Helvetica to match the visual size.

**When we have a gradient background (Blue tones)
Helvetica bold has to be used in white color and
Signpainter in teal color**

Font *Uses*

When both fonts are used next to each other, the SignPainter font must be 1.3 times the size of Helvetica to match the visual size.

**When we have a gradient background (Blue tones)
Helvetica bold has to be used in white color and
Signpainter in teal color**

Font *Uses*

Font Uses

When both fonts are used next to each other, the SignPainter font must be 1.3 times the size of Helvetica to match the visual size.

When we have a gradient background (Teal tones) Helvetica bold has to be used in white color and Signpainter in teal color

Font *Uses*

When both fonts are used next to each other, the SignPainter font must be 1.3 times the size of Helvetica to match the visual size.

**When we have a gradient background (Teal tones)
Helvetica bold has to be used in white color and
Signpainter in teal color**

Font *Uses*

Font Uses

When both fonts are used next to each other, the SignPainter font must be 1.3 times the size of Helvetica to match the visual size.

When we have a gradient background (Main Colors), Helvetica bold has to be used in white color and Signpainter in white color

Font *Uses*

When both fonts are used next to each other, the SignPainter font must be 1.3 times the size of Helvetica to match the visual size.

When we have a gradient background (Main Colors), Helvetica bold has to be used in white color and Signpainter in white color

Font *Uses*

Font *Uses*

When both fonts are used next to each other, the SignPainter font must be 1.3 times the size of Helvetica to match the visual size.

When we have a plain background (White), Helvetica bold has to be used in Teal color and Signpainter in Navy blue color

Font Uses

When both fonts are used next to each other, the SignPainter font must be 1.3 times the size of Helvetica to match the visual size.

When we have a plain background (White), Helvetica bold has to be used in Teal color and Signpainter in Navy blue color

Font Uses

MAIN COLOR

HEX: #42BDAE RGB: 66, 189, 174 CMYK: 67, 0, 39, 0

SECONDARY COLOR

HEX: #317371 RGB: 49, 115, 113 CMYK: 81, 38, 53, 15

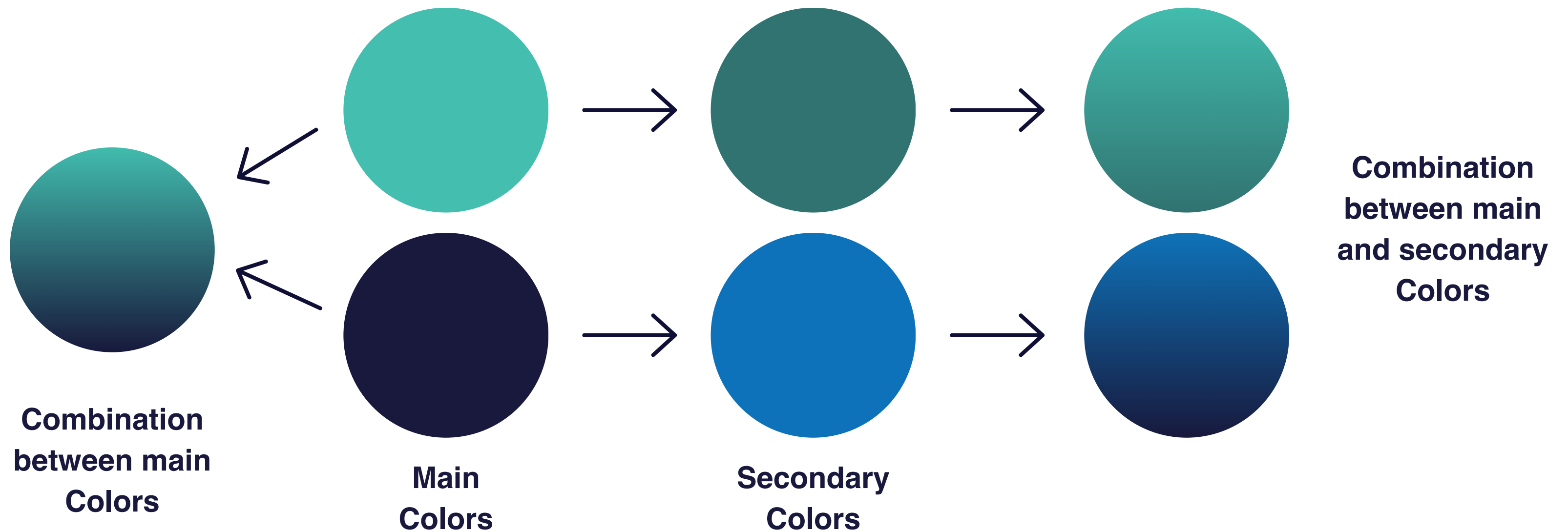
MAIN COLOR

HEX: #18193C RGB: 24, 25, 60 CMYK: 96, 92, 44, 53

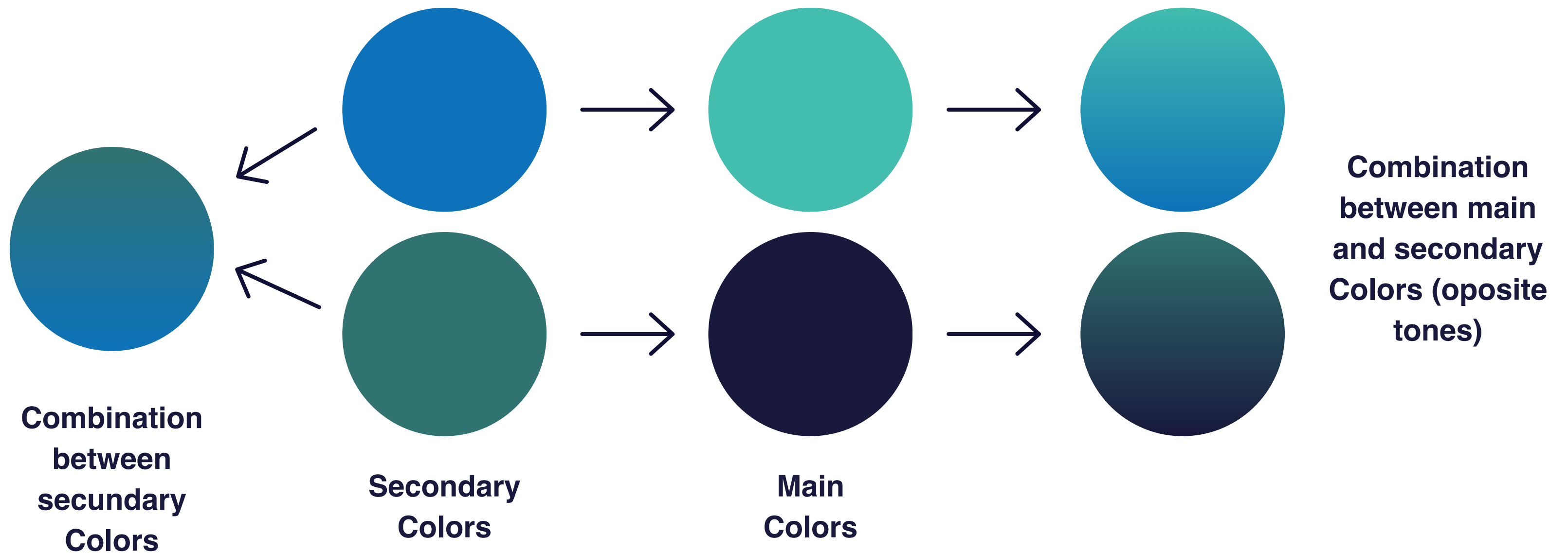
SECONDARY COLOR

HEX: #0D72B9 RGB: 13, 114, 185 CMYK: 87, 52, 0, 0

Permitted *Combinations*



Not Permitted *Combinations*



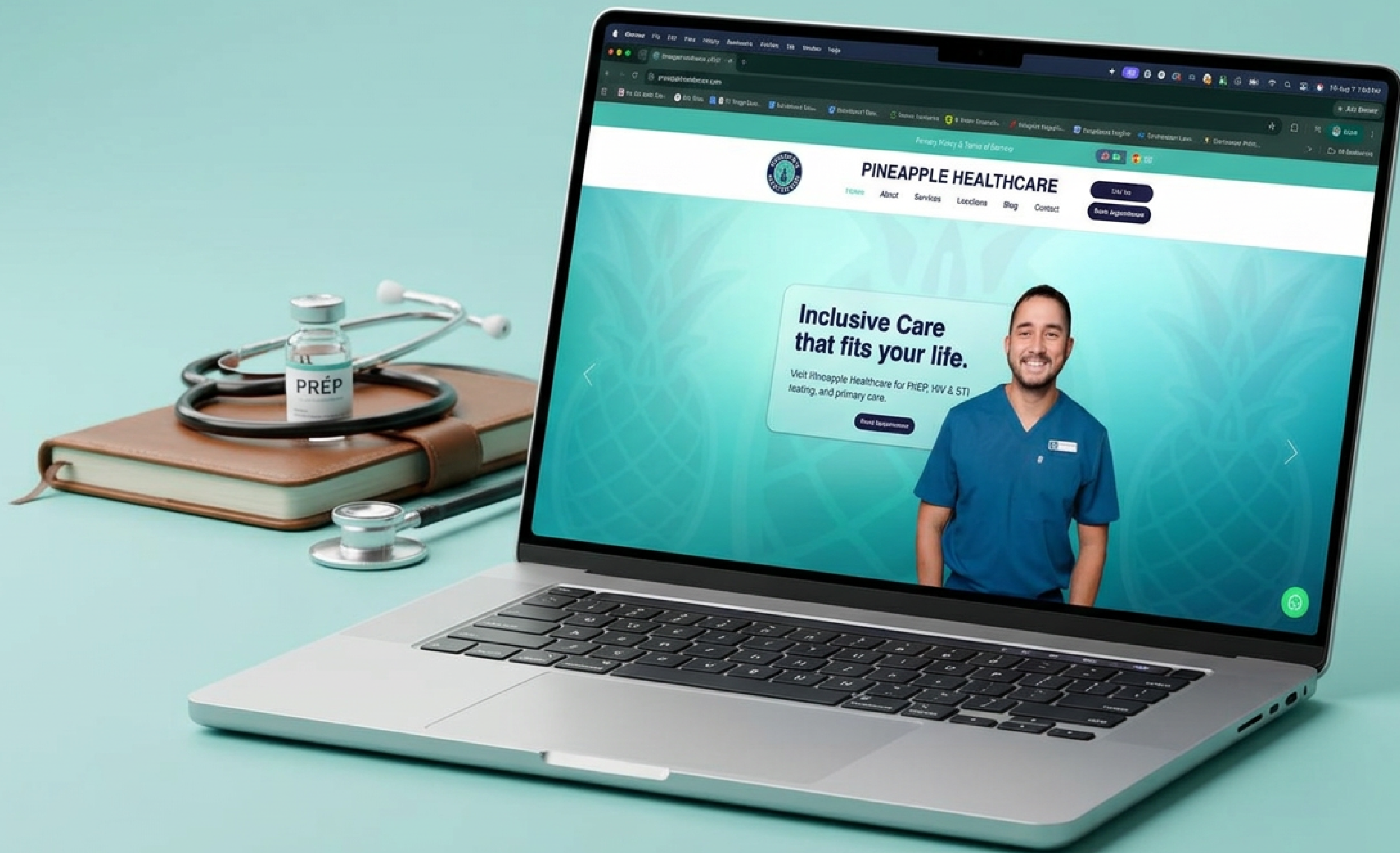
Our logo

(Other versions)



Brand

Applications







**PINEAPPLE
HEALTHCARE**

PINEAPPLEHEALTHCARE.COM

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ANNIVERSARY